

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

Contract / Revision 497455 /		Alt Order # 06362827
Product DSCC IE		
Contract Dates 10/04/12 - 10/08/12		Estimate # 1970
Advertiser DSCC		Original Date / Revision 10/03/12 / 10/03/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 49	Product Code 53
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/04/12	10/08/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$195.00			
N 2	KVVU	10/04/12	10/08/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$250.00			
N 3	KVVU	10/04/12	10/08/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				1	\$2,150.00			
N 4	KVVU	10/04/12	10/08/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				1	\$1,950.00			
N 5	KVVU	10/04/12	10/08/12	Better	M-F 11a-12p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$195.00			
N 6	KVVU	10/04/12	10/08/12	Katie Couric	2-3p		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$275.00			
N 7	KVVU	10/04/12	10/08/12	Anderson	3-4p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$300.00			
N 8	KVVU	10/04/12	10/08/12	The Dr.Oz Show	4-5p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$350.00			
N 9	KVVU	10/04/12	10/08/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$950.00			
N 10	KVVU	10/04/12	10/08/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$450.00			
N 11	KVVU	10/04/12	10/08/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u> 497455 /		<u>Alt Order #</u> 06362827
<u>Contract Dates</u> 10/04/12 - 10/08/12	<u>Product</u> DSCC IE	<u>Estimate #</u> 1970
<u>Advertiser</u> DSCC		<u>Original Date / Revision</u> 10/03/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				1	\$1,025.00			
N 12	KVVU	10/04/12	10/08/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$725.00			
N 13	KVVU	10/04/12	10/08/12	MORE Access	630-7pm		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				1	\$900.00			
N 14	KVVU	10/04/12	10/08/12	Extra	M-F 7-730p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				1	\$950.00			
N 15	KVVU	10/04/12	10/08/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$700.00			
N 16	KVVU	10/04/12	10/08/12	TMZ	730-8p		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				1	\$1,350.00			
N 17	KVVU	10/04/12	10/08/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/04/12	10/10/12	M--TF--				2	\$275.00			
N 18	KVVU	10/05/12	10/05/12	Fringe	Fri 9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$4,000.00			
N 19	KVVU	10/08/12	10/08/12	The Mob Doctor	Mon 9p-10p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$7,500.00			
N 20	KVVU	10/06/12	10/06/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$2,100.00			
N 21	KVVU	10/07/12	10/07/12	NFL Early Game	NFL Early Game		:30			NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$9,500.00			
N 22	KVVU	10/07/12	10/07/12	NFL Early Game	NFL Early Game		:30			NM	1	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$8,250.00			
Totals											33	\$49,005.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	33	\$49,005.00	\$41,654.25
Totals	33	\$49,005.00	\$41,654.25

Signature: _____ **Date:** _____

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FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP OCT4/12 08.54
CHANGES *** KVVU-TV ***

SALES PRSN PH- TERESA DI FURIA

REGIONAL

OK'D M1-M3
SEE LINES 23-25
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 49 AGENCY PRODUCT CODE = 53 AGENCY EST# = 1970												
1			ES 100P-200P	30		\$195.00	10/4	10/8	0		TH-F,M	0
PROGRAM : COPS CON COM1 : COPS												
23		A	100P-200P	30		\$195.00	10/4	10/8	2		TH-F,M	2
PROGRAM : COPS/DOG THE BOUNTY HUNTER ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT4 ON LINE-1 FOR 2 SPOTS/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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21	S		100P-400P	30		\$9,500.00	10/7	10/7	0		SUN	0
PROGRAM : FOX NFL (GAME 2) CON COM1: FOX NFL (GAME 2)												

24	A		1030A-130P	30		\$9,500.00	10/7	10/7	1		SUN	1
PROGRAM : EARLY NFL GAME ORD COM1: NO LATE GAME. MOVE TO EARLY. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT7 ON LINE-21 FOR 1 SPOT/WK												

22	S		1000A-100P	30		\$8,250.00	10/7	10/7	0		SUN	0
PROGRAM : FOX NFL (GAME 1) CON COM1: FOX NFL (GAME 1)												

25	A		1000A-130P	30		\$8,250.00	10/7	10/7	1		SUN	1
PROGRAM : FOX NFL (GAME 1) ORD COM1: CORRECT TP. PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT7 ON LINE-22 FOR 1 SPOT/WK												

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#1	MISSED:TH-F,M/100P-200P	OCT4(2/WK)	30S	\$195.00					(OCT3/12)	
			OFFER:TH-F,M/100P-200P	OCT4(2/WK)	30S	\$195.00					PLS ADVISE.	
			CMT:PRG CHG. PRE-BOOKED PLS APPROVE.									

M2	OK'D	BUY#21	MISSED:SUN/100P-400P	OCT7	30S	\$9,500.00					(OCT3/12)	
			OFFER:SUN/1030A-130P	OCT7	30S	\$9,500.00					PLS ADVISE.	
			CMT:NO LATE GAME. MOVE TO EARLY. PRE-BOOKED PLS APPROVE.									

M3	OK'D	BUY#22	MISSED:SUN/1000A-100P	OCT7	30S	\$8,250.00					(OCT3/12)	
			OFFER:SUN/1000A-130P	OCT7	30S	\$8,250.00					PLS ADVISE.	
			CMT:CORRECT TP. PLS APPROVE.									

OCT/12 49005.00

CONTRACT TOTAL 49005.00

TOTAL SPOTS 33

MARKET TOTALS \$257,921 KVVU 19% KSNV 24% KLAS 27% KTNV 24% KVMY 5% KVCW 1% CABL 0% KTUD 0%

SHARES EST.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

OCT3/12 15.32
*** KVVU-TV ***

SALES PRSN PH- TERESA DIFURIA

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT3/12 15.32

NEW DSCC IE ORDER
TOTAL \$49005
PLS CNF THANKS

REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 49 AGENCY PRODUCT CODE = 53 AGENCY EST# = 1970											
1		100P-200P	30		\$195.00	10/4	10/8	2		TH-F,M	2
PROGRAM : COPS CON COM1 : COPS											
2		1000A-1100A	30		\$250.00	10/4	10/8	2		TH-F,M	2
PROGRAM : DR OZ CON COM1 : DR OZ											

REP HEADLINE# 6362827
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT3/12 15.32
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P CON COM1: FOX 5 NEWS AT 10P	30		\$2,150.00	10/4	10/8	1		TH-F,M	1
4			1100P-1135P PROGRAM : FOX 5 NEWS AT 1100P CON COM1: FOX 5 NEWS AT 1100P	30		\$1,950.00	10/4	10/8	1		TH-F,M	1
5			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1: BETTER LAS VEGAS	30		\$195.00	10/4	10/8	2		TH-F,M	2
6			200P-300P PROGRAM : KATIE COURIC CON COM1: KATIE COURIC	30		\$275.00	10/4	10/8	2		TH-F,M	2
7			300P-400P PROGRAM : ANDERSON COOPER CON COM1: ANDERSON COOPER	30		\$300.00	10/4	10/8	2		TH-F,M	2
8			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$350.00	10/4	10/8	2		TH-F,M	2
9			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1: FOX 5 NEWS AT 5PM	30		\$950.00	10/4	10/8	2		TH-F,M	2
10			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1: FOX5 NEWS 5A	30		\$450.00	10/4	10/8	2		TH-F,M	2
11			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1: FOX 5 NEWS AT 530PM	30		\$1,025.00	10/4	10/8	1		TH-F,M	1

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 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT3/12 15.32
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	30		\$725.00	10/4	10/8	2		TH-F,M	2
13			600P-700P PROGRAM : MORE ACCESS CON COM1: MORE ACCESS	30		\$900.00	10/4	10/8	1		TH-F,M	1
14			700P-730P PROGRAM : EXTRA CON COM1: EXTRA	30		\$950.00	10/4	10/8	1		TH-F,M	1
15			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1: FOX5 MORNING NEWS	30		\$700.00	10/4	10/8	2		TH-F,M	2
16			730P-800P PROGRAM : TMZ CON COM1: TMZ	30		\$1,350.00	10/4	10/8	1		TH-F,M	1
17			900A-1000A PROGRAM : MORE LAS VEGAS CON COM1: MORE LAS VEGAS	30		\$275.00	10/4	10/8	2		TH-F,M	2
18			900P-1000P PROGRAM : FRINGE CON COM1: FRINGE	30		\$4,000.00	10/5	10/5	1		FRI	1
19			900P-1000P PROGRAM : MOB DOCTOR CON COM1: MOB DOCTOR	30		\$7,500.00	10/8	10/8	1		MON	1
20			1000P-1100P PROGRAM : FOX 5 NEWS AT 10PM SAT CON COM1: FOX 5 NEWS AT 10PM SAT	30		\$2,100.00	10/6	10/6	1		SAT	1

REP HEADLINE# 6362827
 *** ORIGINAL REV#0 ***

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 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT3/12 15.32
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21			100P-400P	30		\$9,500.00	10/7	10/7	1		SUN	1
PROGRAM : FOX NFL (GAME 2)												
CON COM1: FOX NFL (GAME 2)												
22			1000A-100P	30		\$8,250.00	10/7	10/7	1		SUN	1
PROGRAM : FOX NFL (GAME 1)												
CON COM1: FOX NFL (GAME 1)												
OCT/12			49005.00									
CONTRACT TOTAL												49005.00
TOTAL SPOTS												33

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